

3. And what company is your household's primary long-distance carrier? By primary long-distance carrier I mean the company that would handle a call if, using your home phone, someone in your household telephoned a person in another state by dialing 1 plus the person's area code and number.

	<u>Total</u> [n=1002]
AT&T	55.0%
MCI / WorldCom.....	14.0%
Sprint	4.6%
R only uses 1010 dial around/Calling Card/800 number	2.3%
Excel.....	1.5%
Bell Atlantic/NYTEL/NYNEX.....	1.0%
AOL.....	0.9%
Quest.....	0.5%
LCI.....	0.4%
Working Assets	0.3%
Frontier	0.1%
Touchone	0.1%
DK/NS/Can't think of any	16.4%
Other	2.9%

4. In the past few months have you seen or heard any advertising or received any marketing mail or phone calls from long-distance telephone companies trying to get you to switch your long-distance telephone carrier?

	<u>Total</u> [n=1002]
Yes.....	72.8%
No	25.9%
DK/NS/Don't remember	1.3%

5. And in the past two years has your household switched primary long-distance telephone companies?

	<u>Total</u> [n=1002]	
Yes.....	31.8%	⇒ Go to Q5a
No	66.0%	⇒ Go to Q5b
DK/NS.....	2.2%	⇒ Go to Q6

- 5a. [Ask only if R switched LD carriers in Q5] How difficult was it to change your household's long-distance carrier? Was it very difficult to change your household's long-distance carrier, somewhat difficult or was it easy to change long-distance companies?

	<u>Q5a</u> [n=318]	<u>Total</u> [n=1002]
Very difficult	4.7%	1.5%
Somewhat difficult.....	12.8%	4.1%
Easy	81.4%	25.9%
DK/NS	1.1%	0.3%
Not asked Q5a.....	—	68.2%

- 5b. *[Ask only if R has not switched LD carriers in Q5]* Even though your household has not switched long-distance telephone companies in the past two years, how difficult do you think it would be to change your household's long-distance carrier? Do you think it would be very difficult to change your household's long-distance carrier, somewhat difficult, or do you think it would be easy to change long-distance companies?

	<u>Q5b</u> [n=661]	<u>Total</u> [n=1002]
Very difficult	4.0%	2.7%
Somewhat difficult.....	7.7%	5.1%
Easy	81.7%	54.0%
DK/NS	6.6%	4.3%
Not asked Q5b	—	34.0%

6. And overall would you say the price of long-distance telephone service from your household's primary long-distance carrier is way too high for what you get, high but acceptable, about what you would expect to pay, or is it less than what you would expect to pay for it?

	<u>Total</u> [n=1002]
Way too high	14.2%
High but acceptable.....	21.4%
About what one would expect	47.0%
Less than what one would expect.....	6.8%
No opinion/DK/NS.....	10.5%

7. *[If Q3= "R only uses dial around/calling card/800" go to Q8]* And on average, about how much a month does your household spend with your primary long distance provider, *[Name from Q3]*, for long distance calls?

	<u>Q7</u> [n=979]	<u>Total</u> [n=1002]
Less than \$10	18.6%	18.2%
\$10 to \$20	22.2%	21.7%
\$21 to \$40	20.7%	20.3%
\$41 to \$70	12.6%	12.3%
\$71 to \$100	8.4%	8.2%
\$101 or more	6.8%	6.7%
DK/NS.....	10.6%	10.3%
Not asked Q7	—	2.3%
Average	\$45.65	
Median	\$25.00	

8. And how many different telephone lines with their own telephone numbers do you have at this residence? *[If R asks if this includes those used for business or work, the answer is yes.]*

	<u>Total</u> [n=1002]
One line	84.2%
Two lines.....	14.0%
Three lines.....	1.3%
Four lines or more	0.4%
DK/NS.....	0.1%
Average Number of Lines	1.18

- 8a. *[If more than one line in Q8, ask]* And are any of these lines used primarily for a business or work?

	<u>Q8a</u> [n=157]	<u>Total</u> [n=1002]
Yes	25.6%	4.0%
No	74.1%	11.6%
DK/NS	0.2%	*4
Not asked Q8a.....	—	84.3%

9. And on average, about how much does your household spend a month just on local telephone service—that is about how much does it spend a month on telephone service not counting any long-distance calls?

	<u>Total</u> [n=1002]
Less than \$10	1.8%
\$10 to \$20	17.8%
\$21 to \$30	26.0%
\$31 to \$40	18.7%
\$41 to \$50	9.9%
\$51 to \$60	6.7%
\$61 or more	12.3%
DK/NS.....	6.9%
Average Amount.....	\$41.77
Median Amount.....	\$32.00

10. And overall would you say the monthly cost your household pays for local telephone service is way too high for what you get, high but acceptable, about what you would expect to pay, or is it less than what you would expect to pay for it?

	<u>Total</u> [n=1002]
Way too high	23.5%
High but acceptable.....	28.4%
About what one would expect	41.0%
Less than what one would expect	4.3%
DK/NS.....	2.8%

* * Indicates the percentage is greater than 0%, but less than 0.1%.

11. *[Ask Q11 only if residence has more than one telephone line from Q8, else go to Q12]* I would now like to ask you some questions about your local telephone company—that is the company that provides local telephone service to your home and handles your local telephone calls. First, does the same company handle your local telephone service for all the telephone lines at this residence, or do you have different phone companies providing local phone service on different lines?

	<u>Q11</u> [n=157]	<u>Total</u> [n=1002]	
Same phone company for all lines.....	90.3%	14.2%	⇒ Go to Q11a
Different company for different lines	7.2%	1.1%	⇒ Go to Q11b
DK/NS.....	2.4%	0.4%	⇒ Go to Q11f
Not asked Q11	—	84.3%	

- 11a. *[Ask Q11a if residence uses the same phone company for all lines in Q11]* And what is the name of the company that provides your household with local telephone service?

	<u>Q11a</u> [n=142]	<u>Total</u> [n=1002]	
Bell Atlantic/NYTEL/NYNEX	86.7%	12.3%	⇒ Go to Q14
AT&T	5.4%	0.8%	⇒ Go to Q13
MCI / WorldCom (or MCImetro)	2.3%	0.3%	⇒ Go to Q13
DK/NS.....	2.6%	0.4%	⇒ Go to Q13
Other	3.0%	0.4%	⇒ Go to Q13
Not asked Q11a	—	85.8%	

- 11b. *[Ask Q11b if residence uses different phone companies for different lines in Q11]* And what are the names of the companies that provide your household with local telephone service? *[Multiple response]*

	<u>Q11b</u> [n=11] ⁵	<u>Total</u> [n=1002]	
Bell Atlantic/NYTEL/NYNEX	84.5%	1.0%	⇒ Go to Q11c
AT&T	15.5% ⁶	0.2%	
MCI/WorldCom (or MCImetro)	14.3%	0.2%	
Other	14.9%	0.2%	⇒ Go to Q11e
DK/NS.....	9.9%	0.1%	
Not asked Q11b.....	—	98.9%	

⁵ Due to the small sample sizes for some questions, caution should be exercised when projecting the results to the population in question.

⁶ An undetermined number of residential service customers who report AT&T as their service providers, in reality are Bell Atlantic customers. Calling back to further interview 38 people who initially said their local carrier was AT&T yielded only 2 actual AT&T local service customers.

- 11c. *[Ask Q11c for each company mentioned in Q11b] And about how long has your household had local telephone service from [company in Q11b]? [Note small sample size.]*

	<u>Q11c</u> [n=11]	<u>Total</u> [n=1002]
1 year or less.....	44.1%	0.5%
2 to 5 years	28.7%	0.3%
6 to 10 years	7.8%	0.1%
11 years or more.....	38.2%	0.4%
Not asked Q11c	—	98.9%
Average Number of Years for Bell Atlantic/ NYTEL/ NYNEX	5.51	
Average Number of Years for non-Bell Atlantic/NYTEL/NYNEX companies [excluding AT&T].....	0.77	

- 11d. *[Ask Q11d for each company mentioned in Q11b] And overall, how satisfied would you say you are with the local phone service you receive from [company in Q11b]? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the local phone service you receive from [company in Q11b]? [Note small sample size.]*

	<u>Q11d</u> [n=11]	<u>Total</u> [n=1002]
Very satisfied	25.9%	0.3%
Somewhat satisfied	43.0%	0.5%
Neither satisfied nor dissatisfied [Do not read]...	7.8%	0.1%
Somewhat dissatisfied	7.8%	0.1%
Very dissatisfied	15.5%	0.2%
Not asked Q11d	—	98.9%

- 11e. *[Ask Q11b if residence uses different phone companies for different lines in Q11] And what would you say is the number one reason your household has local phone service from more than one company? [Note small sample size.]*

	<u>Q11e</u> [n=11]	<u>Total</u> [n=1002]
Separate lines paid for by different people in household	11.0%	0.1% ⇒ Go to Q18
To compare	11.0%	0.1% ⇒ Go to Q18
Business.....	9.9%	0.1% ⇒ Go to Q18
Price.....	7.8%	0.1% ⇒ Go to Q18
One line is a cell line.....	7.1%	0.1% ⇒ Go to Q18
Just prefer it in general	3.3%	* ⇒ Go to Q18
DK/NS	18.8%	0.2% ⇒ Go to Q18
Other	31.1%	0.4% ⇒ Go to Q18
Not asked Q11e	—	98.9%

- 11f. *[Ask only if "Don't Know/Not Sure" in Q11.]* Even though you aren't sure if the same company provides local phone service to all the phone lines to your house, could you tell me the name of a company that provides phone service to at least one of your household's telephone lines? *[Note small sample size.]*

	<u>Q11f</u> <i>[n=4]</i>	<u>Total</u> <i>[n=1002]</i>
Bell Atlantic.....	50.0%	0.2% ⇒ Go to Q14
MCI / WorldCom (or MCImetro)	25.0%	0.1% ⇒ Go to Q13
DK/NS	25.0%	0.1% ⇒ Go to Q13
Not asked Q11f	—	99.6%

12. *[Ask only if residence has only one telephone line in Q8]* I would now like to ask you some questions about your local telephone company—that is the company that provides LOCAL telephone service to your home and handles your LOCAL telephone calls. First of all, what is the name of the company that provides your household with local telephone service?

	<u>Q12</u> <i>[n=844]</i>	<u>Total</u> <i>[n=1002]</i>
Bell Atlantic/NYTEL/NYNEX.....	89.8%	75.7% ⇒ Go to Q14
AT&T	3.0%	2.5% ⇒ Go to Q13
MCI / WorldCom (or MCImetro).....	1.9%	1.6% ⇒ Go to Q13
Metropolitan Telephone Communications.....	0.8%	0.7% ⇒ Go to Q13
RCN.....	0.2%	0.2% ⇒ Go to Q13
DK/NS.....	3.2%	2.7% ⇒ Go to Q13
Other	1.2%	1.0% ⇒ Go to Q13
Not asked Q12	—	15.7%

13. *[Ask only if answer to Q12, Q11a, or Q11f is not "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic"]* And overall, how satisfied would you say you are with the local phone service you receive from *[company from Q12 or Q11a or Q11f]*? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the local telephone service provided by *[company from Q12 or Q11a or Q11f]*?

	<u>Q13</u> <i>[n=109]</i>	<u>Total</u> <i>[n=1002]</i>
Very satisfied.....	36.8%	4.0%
Somewhat satisfied	44.0%	4.8%
Neither satisfied nor dissatisfied <i>[Do not read]</i>	0.3%	*
Somewhat dissatisfied.....	11.0%	1.2%
Very dissatisfied	2.4%	0.3%
No opinion/DK/NS	5.4%	0.6%
Not asked Q13	—	89.1%

- 13a. *[Ask only if answer to Q12, Q11a, or Q11f is not "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic"]* And about how long has your household had *[company from Q12 or Q11a or Q11f]* as its local telephone company?

	<u>Q13a</u> <i>[n=109]</i>	<u>Total</u> <i>[n=1002]</i>
1 year or less	46.5%	5.1%
2 to 5 years.....	24.5%	2.7%
6 to 10 years.....	11.8%	1.3%
11 years or more	10.8%	1.2%
DK/NS	6.4%	0.7%
Not asked Q13a	—	89.1%
Average Number of Years for AT&T	8.0	
Average Number of Years for All Others ⁷	3.3	

- 13b. *[Ask only if answer to Q12, Q11a, or Q11f is not "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic"]* Prior to having *[company from Q12 or Q11a or Q11f]* did your household have a different company provide it with local telephone service at the residence where you now live, or has *[company from Q12 or Q11a or Q11f]* provided you with local telephone service since you first moved in?

	<u>Q13b</u> <i>[n=109]</i>	<u>Total</u> <i>[n=1002]</i>	
Different company	39.8%	4.3%	⇒ Go to Q13c
Present company since moving in	52.3%	5.7%	⇒ Go to Q14
DK/NS	8.0%	0.9%	⇒ Go to Q14
Not asked Q13b.....	—	89.1%	

- 13c. *[Ask only if "Different company" in Q13b]* And what was the name of the company that provided your household with local telephone service before *[company from Q12, Q11a or Q11f]*? *[Note small sample size. Also see footnote 6.]*

	<u>Q13c</u> <i>[n=43]</i>	<u>Total</u> <i>[n=1002]</i>
Bell Atlantic/NYTEL/NYNEX.....	71.0%	3.1%
AT&T	17.7%	0.8%
RCN.....	4.1%	0.2%
Frontier	0.9%	*
MCI / WorldCom (or MCImetro).....	0.6%	*
Other	1.7%	0.1%
DK/NS.....	4.1%	0.2%
Not asked Q13c	—	95.7%

⁷ Six respondents said they changed their local carriers to MCI/WorldCom, Metropolitan Telephone Communications, or RCN between 15-25 years ago. Without these six respondents, the average was 2.1 years.

- 13d. *[Ask only if "Different company" in Q13b]* And when you changed local telephone companies, was your household able to keep the same telephone number it had before, or was it assigned a new telephone number? *[Note small sample size.]*

	<u>Q13d</u> <i>[n=43]</i>	<u>Total</u> <i>[n=1002]</i>
Kept the same number	99.1%	4.3%
Assigned new number	0.9%	*
Not asked Q13d	—	95.7%

- 13e. *[Ask only if "Different company" in Q13b]* Thinking now about changing local phone companies, how difficult was it to switch from *[company in Q13c]* to *[company in Q10, Q11a or Q11f]*? Would you say it was very difficult, fairly difficult, fairly easy, or would you say it was very easy to switch from *[company in Q13c]* to *[company in Q10, Q11a, or Q11f]*? *[Note small sample size.]*

	<u>Q13e</u> <i>[n=43]</i>	<u>Total</u> <i>[n=1002]</i>
Very difficult	0.0%	0.0%
Fairly difficult	6.6%	0.3%
Fairly easy	22.0%	1.0%
Very easy	71.3%	3.1%
Not asked Q13e	—	95.7%

- 13f. *[If "very" or "fairly" difficult in Q13e]* What would you say made changing local telephone companies difficult? *[Multiple choice. Note small sample size.]*

	<u>Q13f</u> <i>[n=3]</i>	<u>Total</u> <i>[n=1002]</i>
Too many steps/hassle.....	61.4% ⁸	0.2%
No competition	25.7%	0.1%
DK/NS	12.9%	*
Not asked Q13f	—	99.7%

- 13g. *[Ask only if "Different company" in Q13b]* And what would you say was the number one reason your household changed local telephone companies? *[Note small sample size.]*

	<u>Q13g</u> <i>[n=43]</i>	<u>Total</u> <i>[n=1002]</i>
Price	57.4%	2.5% ⇒ Go to Q18
Service	17.7%	0.8% ⇒ Go to Q18
Company bought out.....	10.7%	0.5% ⇒ Go to Q18
Incentive program	4.1%	0.2% ⇒ Go to Q18
DK/NS.....	2.6%	0.1% ⇒ Go to Q18
Other	7.5%	0.3% ⇒ Go to Q18
Not asked Q13g	—	95.7%

⁸ Percentages do not equal to 33.3% for each response category due to weighting by number of phone lines and area.

14. *[Ask only if answer to Q12, Q11a, or Q11f is "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic", else go to Q18] And overall, how satisfied would you say you are with the local phone service you receive from [company from Q12, Q11a, Q11f]? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the local telephone service provided by [company from Q12, Q11a or Q11f]?]*

	<u>Q14</u> [n=842]	<u>Total</u> [n=1002]
Very satisfied	41.1%	34.6%
Somewhat satisfied	43.0%	36.2%
Neither satisfied nor dissatisfied <i>[Do not read]</i>	2.0%	1.7%
Somewhat dissatisfied	9.5%	8.0%
Very dissatisfied	3.8%	3.2%
No opinion/DK/NS	0.6%	0.5%
Not asked Q14	—	15.9%

15. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f else go to Q16] In some places people have a choice of local telephone companies from which to purchase local telephone service, and in other places there is only one telephone company that provides local service. What about where you live? Can you purchase local telephone service from only one company or do you have a choice of two or more companies from which to purchase local telephone service?*

	<u>Q15</u> [n=842]	<u>Total</u> [n=1002]	
Only one	54.9%	46.2%	⇒ Go to Q15a
More than one	31.6%	26.6%	⇒ Go to Q15c
DK/NS	13.5%	11.4%	⇒ Go to Q15a
Not asked Q15	—	15.9%	

- 15a. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "Only one" or "DK".] Even though you are not aware of any other companies that offer local phone service where you live, off-hand do you know of any companies that offer local telephone service in other areas of New York State? [If "Yes,"] Could you tell me the name of some of these companies? [Probe] Can you think of any others?*

	<u>Q15a</u> [n=576]	<u>Total</u> [n=1002]
No, can't name any	77.1%	44.3%
AT&T	2.8%	1.6%
Frontier	2.2%	1.2%
MCI / WorldCom (or MCImetro)	1.3%	0.7%
Citizens	0.8%	0.5%
RCN	0.5%	0.3%
Rochester	0.5%	0.3%
Time Warner	0.3%	0.2%
DK/NS	11.4%	6.5%
Other	5.6%	3.2%
Not asked Q15a	—	42.5%

- 15b. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "Only one" or "DK"]* Now suppose another company started offering local telephone service in competition with *[company from Q12, Q11a, or Q11f]*. How likely is it that your household would take the time to learn what this company has to offer and compare it to what *[company from Q12, or Q11a or Q11f]* currently provides? Would you say your household would definitely take the time to learn what the company has to offer, probably take the time, or do you think that your household would not take the time?

	<u>Q15b</u> <i>[n=576]</i>	<u>Total</u> <i>[n=1002]</i>	
Definitely take the time	42.5%	24.5%	⇒ Go to Q16
Probably take the time	32.1%	18.5%	⇒ Go to Q16
Would not take the time	24.1%	13.8%	⇒ Go to Q16
DK/NS	1.3%	0.8%	⇒ Go to Q16
Not asked Q15b.....	—	42.5%	

- 15c. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "More than one"]* And what companies offer local telephone service where you live? *[Probe]* Can you think of any others?

	<u>Q15c</u> <i>[n=266]</i>	<u>Total</u> <i>[n=1002]</i>
MCI / WorldCom (or MCImetro)	27.5%	7.3%
AT&T	20.4%	5.4%
Sprint	14.6%	3.9%
Bell Atlantic/NY Telephone	11.9%	3.2%
RCN	4.3%	1.1%
Cablevision Lightpath (or Optimum Tel)	2.5%	0.7%
Frontier	0.7%	0.2%
Winstar	0.7%	0.2%
Time Warner	0.1%	*
No. Can't name any	25.1%	6.7%
DK/NS	14.7%	3.9%
Other	9.0%	2.4%
Not asked Q15c.....	—	73.4%

- 15e. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "More than one".]* And in the past few months has your household seen or heard any advertising or received any marketing mail or phone calls from telephone companies asking you to switch your local telephone service?

	<u>Q15e</u> <i>[n=266]</i>	<u>Total</u> <i>[n=1002]</i>
Yes	50.3%	13.4%
No	46.2%	12.3%
DK/NS/Don't remember	3.4%	0.9%
Not asked Q15e	—	73.4%

- 15f. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "More than one"]* And has your household ever had a company other than *[company from Q12, Q11a or Q11f]* provide it with local telephone service at this residence?

	<u>Q15f</u> <u>[n=266]</u>	<u>Total</u> <u>[n=1002]</u>	
Yes	24.2%	6.4%	⇒ Go to Q15g
No	72.1%	19.2%	⇒ Go to Q15l
DK/NS	3.7%	1.0%	⇒ Go to Q 15l
Not asked Q15f	—	73.4%	

- 15g. *[Ask only if had other local phone company in Q15f]* And what was the name of the company that provided your household with local telephone service before *[company from Q12, Q11a or Q11f]*? *[Note small sample size. Also see footnote 6.]*

	<u>Q15g</u> <u>[n=64]</u>	<u>Total</u> <u>[n=1002]</u>
Bell Atlantic/NYTEL/NYNEX.....	36.4%	2.3%
MCI / WorldCom (or MCImetro).....	18.3%	1.2%
AT&T	16.5%	1.1%
RCN.....	0.4%	*
Other	14.7%	0.9%
DK/NS.....	15.0%	1.0%
Not asked Q15g	—	93.6%

- 15h. *[Ask only if had other local phone company in Q15f]* And when you changed local telephone companies, was your household able to keep the same telephone number it had before, or was it assigned a new telephone number? *[Note small sample size.]*

	<u>Q15h</u> <u>[n=64]</u>	<u>Total</u> <u>[n=1002]</u>
Kept the same number	83.4%	5.4%
Assigned new number	9.5%	0.6%
DK/NS.....	7.1%	0.5%
Not asked Q15h	—	93.6%

- 15i. *[Ask only if had other local company in Q15f]* Thinking now about changing local phone companies, how difficult was it to switch from *[company in Q15g]* to *[company in Q12, Q11a or Q11f]*? Would you say it was very difficult, fairly difficult, fairly easy or would you say it was very easy to switch from *[company in Q15g]* to *[company in Q12, Q11a or Q11f]*? *[Note small sample size.]*

	<u>Q15i</u> <u>[n=64]</u>	<u>Total</u> <u>[n=1002]</u>
Very difficult	8.2%	0.5%
Fairly difficult	9.6%	0.6%
Fairly easy	5.3%	0.3%
Very easy	61.6%	4.0%
DK/NS.....	15.4%	1.0%
Not asked Q15i	—	93.6%

- 15j. [If "very" or "fairly" difficult in Q15i] What would you say made changing local telephone companies difficult? [Note small sample size.]

	<u>Q15j</u> [n=11]	<u>Total</u> [n=1002]
Switching took too long	39.6%	0.5%
Misunderstanding of package.....	15.4%	0.2%
Billing problems	15.4%	0.2%
Lack of customer service.....	15.4%	0.2%
Companies harassing calls.....	7.7%	0.1%
Money	6.5%	0.1%
Not asked Q15j.....	—	98.9%

- 15k. [Ask only if had other company in Q15f] And what would you say was the number one reason your household changed local telephone companies? [Note small sample size.]

	<u>Q15k</u> [n=64]	<u>Total</u> [n=1002]
Merger	40.9%	2.6% ⇒ Go to Q16
Better price	38.0%	2.4% ⇒ Go to Q16
Better service	8.5%	0.5% ⇒ Go to Q16
Moved	3.1%	0.2% ⇒ Go to Q16
DK/NS.....	6.9%	0.4% ⇒ Go to Q16
Other	5.3%	0.3% ⇒ Go to Q16
Not asked Q15k.....	—	93.6%

- 15l. [Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f AND Q15 = "More than one phone company" and not changed local phone companies in Q15f.] What would you say is the number one reason your household has not switched its local telephone service from [Answer in Q12, Q11a or Q11f] to another local telephone service provider?

	<u>Q15l</u> [n=202]	<u>Total</u> [n=1002]
Satisfied.....	46.2%	9.3%
Not enough information	12.2%	2.5%
Price is good.....	11.7%	2.4%
Hassle to switch.....	9.5%	1.9%
Only one company available	4.8%	1.0%
Can't beat the service.....	3.4%	0.7%
Have not thought about it	2.7%	0.5%
DK/NS	1.7%	0.3%
Other	7.8%	1.6%
Not asked Q15l.....	—	79.9%

16. *[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f; but if "Only one" in Q15, intro with "In the near future it is likely that there will be more than one company offering local telephone service where you live, and"...]* Regardless of how likely you would be to consider an offer from a competitive telephone company for your local phone service, I would like to read you several things that might influence your decision to switch or not to switch your local phone service to another company. After I read each one, please tell me if after hearing it you would be much more likely to switch local telephone service providers, somewhat more likely, somewhat less likely, or much less likely to switch. If it makes no difference one way or the other, please just say so. First.... *[Randomize]*

	<u>More</u>		No	<u>Less</u>		DK/
	<u>Much</u>	<u>Smwht</u>	<u>Diff</u>	<u>Smwht</u>	<u>Much</u>	<u>NS</u>
a. You might not have phone service for a few hours while your service was switched over to the new company						
Q16a [n=842]	2.9%	6.1%	45.3%	15.6%	26.7%	3.3%
Total [n=1002]	2.4%	5.2%	38.1%	13.1%	22.5%	2.8%
b. The company offering competitive local phone service is the same company that provides your household with long distance service and at the same price you currently pay for local phone service						
Q16b [n=842]	12.9%	23.8%	34.4%	9.4%	14.5%	4.9%
Total [n=1002]	10.8%	20.0%	29.0%	7.9%	12.2%	4.1%
c. <i>[This question must follow Q16b.]</i> The company offering competitive local phone service is the same company that provides your household with long distance service and at about 10% less than what you currently pay for local phone service						
Q16c [n=842]	35.9%	35.1%	12.9%	6.5%	6.5%	3.1%
Total [n=1002]	30.2%	29.5%	10.8%	5.5%	5.5%	2.6%
d. It was as easy to change local telephone companies as it is to change long distance companies						
Q16d [n=842]	20.0%	27.0%	32.1%	5.8%	9.0%	6.1%
Total [n=1002]	16.8%	22.7%	27.0%	4.9%	7.5%	5.1%
e. The company offering competitive local phone service is the same company that provides cable television in the area where you live and at the same price you currently pay for local phone service						
Q16e [n=842]	12.5%	16.8%	35.8%	10.0%	18.8%	6.1%
Total [n=1002]	10.5%	14.1%	30.1%	8.4%	15.8%	5.1%

		More— Much	Smwht	No Diff	Less— Smwht	Much	DK/ NS
f.	[This question must follow Q16e.] The company offering competitive local phone service is the same company that provides cable television in the area where you live and at about 10% less than what you currently pay for local phone service						
	Q16f [n=842].....	26.4%	29.6%	19.5%	6.6%	13.7%	4.1%
	Total [n=1002].....	22.2%	24.9%	16.4%	5.6%	11.5%	3.5%
g.	The company offering competitive local phone service not only provided local phone service, but also long distance, and, if you wanted it, internet access, cellular phone service and cable TV. The charges for these services would all be on one monthly bill						
	Q16g [n=842].....	30.1%	28.1%	20.1%	6.4%	10.6%	4.7%
	Total [n=1002].....	25.3%	23.6%	16.9%	5.4%	9.0%	3.9%
17.	[Ask only if "NYTEL", "New York Telephone", "NYNEX", "Bell Atlantic" in Q12, Q11a, Q11f; but if "Only one" in Q15, intro with "Now suppose there was more than one company that offered local telephone service where you live...] And suppose you wanted to switch your local phone service to another company, how would you go about ordering new local telephone service?						
		Q17 [n=842]		Total [n=1002]			
	Telephone/Call the company	50.0%		42.0%			
	Research first/Research over the internet	12.4%		10.5%			
	Would want to be contacted	7.8%		6.6%			
	Look for advertisements.....	4.4%		3.7%			
	Would not switch.....	2.6%		2.2%			
	Look in phone book	1.4%		1.1%			
	DK/NS.....	22.2%		18.7%			
	Other	3.4%		2.9%			
	Not asked Q17	—		15.9%			

18. *[Ask everyone]* Next I am going to read you several statements people have made about a variety of issues relating to local telephone service competition. As I read each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement. If you don't have any feeling about the statement, one way or the other, just say so. *[Read list - randomize]* *[Probe to distinguish between DK/NS and Neutral responses.]*

	<u>—Agree—</u>			<u>—Disagree—</u>		<u>DK\</u>
	<u>Strong</u>	<u>Some</u>	<u>Neut</u>	<u>Some</u>	<u>Strong</u>	<u>NS</u>
a. Strong competition in the market for local telephone service will lower the cost of local telephone service for most households <i>[n=1002]</i>	37.8%	32.7%	7.0%	10.0%	8.2%	4.3%
b. There is <i>[randomize: a lot of/not enough]</i> competition by long-distance telephone companies for you household's long-distance business <i>[n=1002]</i>						
Q18b "a lot" <i>[n=497]</i>	64.9%	19.6%	3.4%	5.6%	4.3%	2.2%
Q18b "not enough" <i>[n=505]</i>	10.6%	12.1%	8.9%	24.5%	39.9%	4.1%
c. It would be a big advantage for your household to be able to get both long-distance and local telephone service from the same company <i>[n=1002]</i>	36.0%	28.6%	17.7%	8.7%	6.4%	2.6%
d. There is <i>[randomize: a lot of/not enough]</i> competition by telephone companies for your household's local telephone business <i>[n=1002]</i>						
Q18b "a lot" <i>[n=497]</i>	24.9%	20.4%	6.5%	19.5%	24.8%	4.0%
Q18b "not enough" <i>[n=505]</i>	32.7%	24.4%	9.2%	12.3%	15.9%	5.5%
e. It would be a big advantage for your household to be able to get cable TV as well as long-distance and local telephone service from the same company <i>[n=1002]</i>	24.7%	26.6%	19.7%	11.6%	13.3%	4.1%

19. Using a scale of 0 to 10 where 10 means there is a great deal of competition and a 0 means there is not any competition, how much competition would you say there is in the market for long distance telephone service where you live. You can use any number between 0 and 10.

	<u>Total</u> [n=1002]
0	1.3%
1	0.4%
2	1.0%
3	1.8%
4	2.2%
5	12.8%
6	6.1%
7	14.9%
8	23.4%
9	10.2%
10.....	23.1%
DK/NS.....	2.8%
Average	7.52

20. And what about competition for local telephone service. Again using a scale of 0 to 10 where 10 means there is a great deal of competition and a 0 means there is not any competition, how much competition would you say there is in the market for local telephone service where you live. You can use any number between 0 and 10.

	<u>Total</u> [n=1002]
0	33.5%
1	7.1%
2	12.0%
3	9.2%
4	6.1%
5	12.0%
6	3.0%
7	3.1%
8	4.2%
9	0.8%
10.....	5.0%
DK/NS.....	4.0%
Average	2.84

Our last questions are about you and your household. The answers to these questions will help us statistically classify the results we obtain and will only be used when combined with the hundreds of other interviews conducted for this survey. If I come to a question that you prefer not to answer, please just say so, and I will move on to the next question.

- D1. Some people are always following what's going on in politics and public affairs. Others just aren't that interested. Do you follow what's going on politically and in government all of the time, most of the time, some of the time, or almost never?

	<u>Total</u> [n=1002]
All of the time	17.8%
Most of the time	32.3%
Some of the time	34.3%
Almost never	11.8%
DK/NS.....	3.8%

- D2. How would you describe the area you live in? Would you describe it as urban, suburban, or would you say you live in a rural area?

	<u>Total</u> [n=1002]
Urban	36.0%
Suburban	39.6%
Rural	20.1%
Other	0.4%
DK/NS/Refused	4.0%

- D3. And is this residence a single family detached house, an apartment, condominium or co-op, or is it a mobile home? If you live in some other type of housing, please just say so.

	<u>Total</u> [n=1002]	
Single family detached house.....	54.1%	⇒ Go to D4
An apartment, condominium or co-op	37.9%	⇒ Go to D4
Duplex.....	2.7%	
A mobile home	1.8%	⇒ Go to D4
Other type of housing.....	1.5%	⇒ Go to D3a
DK/NS.....	1.1%	⇒ Go to D3a
Refused.....	1.0%	

D4. And about how long has your residence lived at this residence?

	<u>Total</u> [n=1002]
2 years or less	21.4%
3-5 years	15.0%
6-10 years.....	14.5%
11-15 years.....	8.7%
16-20 years.....	9.4%
21-25 years.....	6.8%
26-30 years.....	6.4%
31 years or more.....	13.4%
DK/NS/Refused	4.5%
Average Number of Years.....	14.5

D5. In the past few years there's been a growing trend toward people operating businesses out of their homes. Do you or anyone else at this residence operate a home-based business?

	<u>Total</u> [n=1002]
Yes.....	9.8%
No	87.1%
DK/NS.....	3.1%

D6. And in the next two years, how likely is your household to add a phone line? Would you say it is very likely, somewhat likely, somewhat unlikely, or very unlikely?

	<u>Total</u> [n=1002]
Very likely	12.7%
Somewhat likely	18.6%
Somewhat unlikely.....	16.3%
Very unlikely	49.0%
DK/NS.....	3.4%

D7. And are there any children under the age of 18 living in this household?

	<u>Total</u> [n=1002]
Yes.....	35.4%
No	60.5%
DK/NS/Refused	4.1%

D8. And are you married, separated, divorced, widowed, or have you never been married?

	<u>Total</u> [n=1002]
Married.....	49.3%
Separated/divorced.....	10.8%
Widowed.....	8.0%
Single/never married.....	25.4%
Refused.....	6.4%

D9. What was the last grade in school you had the opportunity to complete? *[Do not read list]*

	<u>Total</u> <i>[n=1002]</i>
Less than HS degree	6.6%
HS graduate, vocational	29.8%
Some college.....	22.6%
College grad	20.5%
Post grad. degree or study	16.2%
Refused.....	2.3%
DK/NS.....	2.1%

D10. May I ask how old you are?

	<u>Total</u> <i>[n=1002]</i>
18-24.....	6.7%
25-34.....	20.5%
35-44.....	22.4%
45-54.....	15.9%
55-64.....	9.7%
65 or older	16.1%
Refused.....	8.8%
Average Age	45.8

D11. And, which of the following income groups includes your family's total annual income from all sources in 1998? *[Read list except "Refused" and "DK/NS"]*

	<u>Total</u> <i>[n=1002]</i>	
Up to \$20,000.....	8.6%	
\$20,000, but less than \$30,000	9.7%	
\$30,000, but less than \$40,000	11.5%	
\$40,000, but less than \$50,000	7.7%	
\$50,000, but less than \$60,000	8.1%	
\$60,000, but less than \$75,000	7.8%	
\$75,000 but less than \$100,000.....	8.4%	
\$100,000 and over.....	7.2%	
Refused.....	26.4%	⇐ <i>Do not read</i>
DK/NS.....	4.5%	⇐ <i>Do not read</i>

D12. And could you tell me your ZIP code? *[n=1002]*

- D13. Finally – so that we can make sure all groups are statistically represented – would you please tell me what racial or ethnic group you consider yourself to be a member of? *[Do not read list]*

	<u>Total</u> <i>[n=1002]</i>
White/Anglo.....	63.8%
Hispanic.....	6.6%
Black/African American.....	10.1%
Asian/Oriental.....	2.5%
American Indian.....	0.7%
Other.....	3.8%
Refused.....	8.6%
DK/NS.....	3.7%

**Thank you for taking our survey, your
answers have been extremely helpful.**